

## ORDER



**Orders**  
**Order / Rev:** 724057  
**Alt Order #:**  
**Product Desc:** DCCC Fitzgerald House  
**Estimate:** 12796  
**Flight Dates:** 10/25/12 - 11/06/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Random Hills Road Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Fitzgerald,k/ DCCC/D/ US House  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	3	\$2,075.00	\$1,763.75
10/29/12	11/04/12	6	\$15,500.00	\$13,175.00
11/05/12	11/11/12	2	\$1,800.00	\$1,530.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$2,075.00	\$1,763.75	0.00
November 2012	8	\$17,300.00	\$14,705.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$19,375.00</b>	<b>\$16,468.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTSP	10/25/12	10/25/12	M-F 4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$800.00		0.00				
N 2	WTSP	11/05/12	11/05/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$800.00		0.00				
N 3	WTSP	10/26/12	10/26/12	M-F 530-6p 10 News at 530p	CM	530-6p	----F--	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$275.00		0.00				
N 4	WTSP	11/02/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$500.00		0.00				
N 5	WTSP	10/30/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$1,300.00		0.00				
N 6	WTSP	10/29/12	10/29/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Alt Order #:  
Flight Dates: 10/25/12 - 11/06/12

Advertiser: Fitzgerald,k/ DCCC/D/ US House  
Product Desc: DCCC Fitzgerald House  
Estimate: 12796

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WTSP	10/29/12	10/29/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M- - - - -	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M- - - - -		1				\$11,000.00		0.00			
N 7	WTSP	10/26/12	10/26/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- - - - F - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - F - -		1				\$1,000.00		0.00			
N 8	WTSP	10/30/12	10/30/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- T- - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T- - - - -		1				\$1,000.00		0.00			
N 9	WTSP	11/01/12	11/01/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- - - T- - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - T- - -		1				\$1,000.00		0.00			
N 10	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$1,000.00		0.00			
N 11	WTSP	10/31/12	10/31/12	Letterman Late Night with David Letterman	CM	1135p-1237a	- - W- - - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - W- - - -		1				\$700.00		0.00			
													Totals	11	\$19,375.00